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B. Hillard
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES

In re the Patent Application of:

Goldschmidt Iki et al.

Serial No.: 08/939,185

Filed: September 29, 1997

For: GRAPHICAL USER INTERFACE WITH
MULTIMEDIA IDENTIFIERS

Art Unit: 2773

Examiner: Cao Nguyen

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Honorable Commissioner of
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APPEAL BRIEF
IN SUPPORT OF APPELLANT'S APPEAL
TO THE BOARD OF PATENT APPEALS AND INTERFERENCES

Sir:

Applicant (hereafter "Appellant") hereby submits this Brief in triplicate in support of its appeal from a final decision by the Examiner, mailed July 27, 2000 in the above-captioned case. Appellant respectfully requests consideration of this appeal by the Board of Patent Appeals and Interferences for allowance of the above-captioned patent application.

An oral hearing is not desired.

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I. REAL PARTY IN INTEREST

The invention is assigned to Intel Corporation of 2200 Mission College Boulevard, Santa Clara, California 95052-8119.

II. RELATED APPEALS AND INTERFERENCES

To the best of Appellant's knowledge, there are no appeals or interferences related to the present appeal that will directly affect, be directly affected by, or have a bearing on the Board's decision.

III. STATUS OF THE CLAIMS

Claims 43-48 and 55-90 are currently pending in the above-referenced application. No claims have been allowed. Claims 43-48 and 55-90 were rejected in the Final Office Action mailed July 27, 2000, and are the subject of this appeal.

Claims 43-48, 55-57, and 59-90 stand rejected under 35 U.S.C. § 102(e). Claim 58 stands rejected under 35 U.S.C. § 103(a).

IV. STATUS OF AMENDMENTS

No amendments were submitted in response to the Final Office Action mailed on July 27, 2000, rejecting claims 43-48 and 55-90. A copy of all claims on appeal is attached hereto as Appendix A.

V. SUMMARY OF THE INVENTION

The present invention is directed to a graphical user interface (GUI) in an entertainment system (see e.g. Figure 1) for presenting data associated with an entertainment selection. The entertainment selections may include programs, music selections, software applications, and other selections that may be made available to users via the entertainment system (page 11, lines 3-6.). An example of the GUI is shown in Figure 5. In Figure 5, the entertainment selection is the movie "Bird on a Wire." The GUI has textual data 510, 511, 512, 513, 514, 516, 517 (page 13, line 19 - page 14, line 5) and selectable multimedia identifiers 521, 522, 523, 524, 525, 526, 527, 528 (page 14, lines 6-12).

The textual data about the movie is received from a first one from among a plurality of different entertainment system data sources. In this case, the textual data is typically obtained from an electronic programming guide, provided by the broadcaster.

The multimedia identifiers correspond to the same movie and are selectable to display entertainment system data about the movie. This data is receivable from a second one from among the different entertainment system data sources. Examples are listed on page 14 of the application beginning line 13. Clicking on a star icon would cause the display of data about the star. Clicking on the other icons would provide a movie preview, theme song, reviews, articles or merchandise. All of this information is outside of the electronic programming guide and is accessed, in a preferred embodiment, through a database query (see Fig. 7). The database query either provides the additional data from the database or retrieves it from another source. The other sources may be web

pages, CDs, video disks or other broadcasts as suggested throughout the application (see also Fig. 3, 341-345).

In more specific embodiments, the entertainment system data is compiled into a database and comprises a plurality of traits. Each trait includes an identifier portion to provide a generic description of the trait and a data portion to provide specific data related to the trait. This structure is shown generally in Figure 4 and described in more detail on page 12, lines 10-26. The data portion can contain the actual data that is displayed in response to selecting the identifier or it can contain a reference to a source of the data (page 13, lines 12-18, page 11, line 22 - page 12, line 9).

In another embodiment, the invention is claimed as an apparatus for presenting data associated with an entertainment selection comprising a data parser, a data engine and a graphical query interface as shown in Figure 3. The data parser receives entertainment system data associated with the entertainment selection from a plurality of different sources 341-345 in a plurality of different multimedia data formats (page 10, lines 4-26). The data parser then reformats the entertainment system data into a unitary data format. As mentioned above, this structure has traits each with an identifier portion and a data portion (Figure 4).

The data engine receives the reformatted entertainment system data from the parser and stores the reformatted entertainment system data in a database. The graphical query interface accesses the reformatted entertainment system data stored in the database and presents the entertainment system data as one or more selectable multimedia identifiers (page 13, lines 1-18).

VI. ISSUES PRESENTED

A. Whether Lopresti anticipates a GUI with textual data from one source and a multimedia identifier selectable to obtain data from another source as set forth in Group I.

B. Whether Lopresti anticipates a data parser to receive data from different sources and reformat it into a unitary source as set forth in Group II

C. Whether Lopresti anticipates a data structure for an entertainment system of traits each with an identifier portion and a data portion as set forth in Group III.

D. Whether Lopresti renders obvious using the Internet as a secondary source of data in a GUI of an entertainment system as set forth in Group IV.

VII. GROUPING OF CLAIMS

For the purposes of this appeal, the claims are grouped as follows:

I. Claims 43, 45, 46-48, 60-63, 65, 67-69, 71, 72, 74-80, 82, 84-88 and 90 stand or fall together;

II. Claims 55, 56, and 59 stand or fall together;

III. Claims 44, 57 and 73 stand or fall together; and

IV. Claims 58, 64, 66, 70, 81, 83 and 89 stand or fall together.

VIII. ARGUMENT

A. REJECTION OF CLAIMS GROUP I UNDER 35 USC §102(e) IS IMPROPER BECAUSE LOPRESTI DOES NOT SHOW A GUI WITH TEXTUAL DATA FROM ONE SOURCE AND A MULTIMEDIA IDENTIFIER SELECTABLE TO DISPLAY DATA FROM ANOTHER DATA SOURCE

The Examiner has rejected claims 43-57 and 59 under 35 U.S.C. §102(e) as being anticipated by Lopresti et al. U.S. Patent No. 5,889,506 ("Lopresti"). In brief, Lopresti presents a conventional, multiple component, audio/video, convergence (computer and TV) system (see Figs. 2 and 4) with a television, VCR, laser disc player and computer that is operated by an infrared remote control. The screen displays and user functions shown in Figs. 7-17 are conventional. The types of functions supported by the convergence system can be seen on the command bar 32 of Fig. 7. By combining the computer and the entertainment system, the user can access the television, VCR, a library of video tapes, video games, internet shopping and e-mail from a single screen.

The innovation in Lopresti is in the remote control that, in addition to the conventional remote control buttons, has a digitized writing surface 26 (Fig. 3). Using a stylus (see Figs. 2 and 4), the user can input commands to the remote control that are beamed to a controller. Lopresti's remote control parses the handwritten symbols traced on the remote control pad. The symbols are interpreted as remote control commands to operate the entertainment system instead of using the conventional array of buttons or cursor arrows. The controller interprets the commands and converts them to a message

that it sends to the appropriate component. For example, a particular stroke of the stylus is made by the user, parsed, sent to the controller as an IR message and, in response, the controller sends an IR message to the television to change the channel. The symbols can also be used to sign on, Figures 8 and 9, and for writing e-mails, Figure 17. Lopresti is vague about any other uses for the stylus and pad. At Col. 4, line 66 to Col. 5, line 7, Lopresti suggests that the writing tablet 26 of the remote may or may not include a display but there is no suggestion of what might be displayed.

Claim 43 is representative of the claims in Group I which have been rejected as anticipated by Lopresti. It reads as follows:

A graphical user interface (GUI) for presenting data associated with an entertainment selection, comprising:
textual data about the entertainment selection received from a first one from among a plurality of different entertainment system data sources;
and
a multimedia identifier corresponding to the entertainment selection and selectable to display entertainment system data about the entertainment selection receivable from a second one from among the plurality of different entertainment system data sources.

Appellant is unable to find any teachings in Lopresti that teach or suggest the combination of Claim 43. The most direct application of Lopresti to Claim 43 is to start with the program guide screens as shown in Figures 12 and 13. Figure 12, for example, shows a minimum of text about each listed show, name, time, channel, together with some icons indicating category, and CC (closed captioning for the hearing impaired). This GUI, however includes no multimedia identifier that is selectable to display data about the program from another data source. Selecting a box in the program guide takes the user directly to the screen of Figure 14 to program the VCR or to a screen to program the television. As a result, it is respectfully submitted that the limitations of Claim 43 are

not met by the reference and that Claim 43 as well as all of the other claims should be allowed.

However, the Examiner has not chosen a direct approach. As can best be understood from the Office action, three items have been selected by the Examiner to read on the "textual data" and the "multimedia identifier" of Claim 43. The Office actions are unclear as to which item of Lopresti is used to read on the data displayed upon selection of the multimedia identifier. The three selected items of Lopresti are (1) the buttons of the command bar 32 in Fig. 7, (2) the hand-drawn symbols of the remote control and (3) the program guide displays of Figures 12 and 13. It is not clear from the Office actions which of the items is to be the "textual data" and which is to be the "multimedia identifier." Accordingly, all possible combinations are discussed below.

The command bar buttons are used to access the more specific menus and displays shown in Figures 8-17. The single word "TV", "Library" etc. does not read on "textual data about the entertainment selection." The command bar button cannot be the textual data. Construing a command bar button as a selectable multimedia identifier requires that "entertainment selection" be construed as the general categories shown in Fig. 7 and that "entertainment system data" be construed as the entire display of the screens in Figs. 8-17.

If the command bar button is a selectable multimedia identifier, then either the hand-drawn symbols or the screen displays of Figs. 12 and 13 must be the textual data. As recited in Claim 43, the textual data must be about the same entertainment selection as the command bar button and be received from a different one of the entertainment system data sources than the data displayed after selecting a command bar button. The hand-

drawn symbols are not textual data, they are user inputs. The hand-drawn symbols do not provide data about an entertainment selection because they are commands. Finally, the hand-drawn symbols are not from an entertainment system data source, but the user. The screen displays of Figs 12 and 13 do not meet the claim because they are the same data that is displayed upon selecting the command bar button.

Starting instead from the hand-drawn symbols, these are not textual data about an entertainment selection and are not from an entertainment system data source.

Accordingly, they must be looked at as selectable multimedia identifiers. As mentioned above, Lopresti is vague about the possible functions of the hand-drawn symbols. The selectable multimedia identifier, according to Claim 43, however, is selectable to display data about an entertainment selection. The examples of Lopresti lead only to the screen displays of Figures 8-17 as possible data displays.

To meet the rest of claim 43 in this case, there must also be textual data about the same entertainment selection from a different one of the entertainment system data sources. However, as in the case of the command bar buttons, the screens that provide any textual data all provide it from a single source. For example in Figures 8 and 9 all of the data comes from the controller's user profile files. In Figures 10 and 14, all of the data comes from the television's control panel. In Figures 12 and 13, while Lopresti does not specify how the data is collected, typically all of that data comes from a single electronic program guide. In Figures 15 and 16, information that comes from different sources is about different entertainment selections and again does not read on the claim. Based on the above, it is believed that no two of the three items suggested in the Office

action in any combination can be read on Claim 43. Accordingly Claim 43 is believed to be allowable over the references.

Considering the final rejection (paper No. 17) more directly, the Examiner has presented Lopresti in two different ways in the final rejection. The first section (Page 2, numbered paragraph 2, paper No. 17) recites:

Regarding Claim 43, Lopresti discloses a graphical user interface (GUI) for presenting data about the entertainment system program (see col. 4, lines 22-44), a multimedia identifier corresponding to the entertainment and selection and selectable to display entertainment system data about the entertainment selection (see figures 2-3), receivable from a second one from among the plurality of different entertainment system data source (see col. 5, lines 1-64).

Appellant is unable to find any suggestion of a GUI for presenting program information in Lopresti Col. 4, lines 22-44 which describes that the entertainment system components are connected together. Appellant is unable to find any suggestion of a multimedia identifier in Figs. 2 and 3 which show the entertainment system and the remote control. Appellant is unable to find entertainment system data received from different sources and presented in the same GUI in Col. 5. Col. 5 explains that the entertainment system components are connected together and operated using a remote control.

The Examiner has presented Lopresti differently in a second section (Response to Arguments) of the final rejection. In this section (Page 4, numbered paragraph 5, paper No. 17) the Examiner appears to rely upon the remote control of Lopresti together with a command bar menu on the TV screen to show the GUI. This combination has been discussed fully above.

The Examiner relies on Col. 5, lines 17-64 and Figs. 5 and 18 of Lopresti to show that information is receivable from different sources. These sections do describe that several different components, such as a VCR, laser disc player and television can be coupled to the audio/video control, however there is nothing to suggest any linking between the hand-drawn instructions or the command bar buttons and the various components other than that of a conventional remote control.

Accordingly, it is believed that Claim 43 together with Claims 44-48 and 60-67 which depend therefrom are allowable. Claim 55, 72 and 85 contain limitations similar to those of Claim 43 and are believed to be allowable on similar grounds. Claims 56-59, 68-71, 73-84 and 86-90 are dependent upon one of Claims 55, 72 and 85 are believed to be allowable therefor as well as for the recitations specifically set forth in each of those claims.

**B. THE REJECTION OF CLAIMS GROUP II UNDER 35 USC 102(e) IS
IMPROPER BECAUSE LOPRESTI FAILS TO SHOW A DATA PARSER TO
RECEIVE DATA FROM DIFFERENT SOURCES AND REFORMAT IT INTO A
UNITARY SOURCE**

In the final rejection, the Examiner recites the language of Claim 55 and refers to Col. 12, lines 29-65 and Figures 17-19 of Lopresti without further explanation. Column 12 discusses sampling the writing pad of the remote control. Figure 17 discusses sending e-mails, Figure 18 shows interpreting stylus strokes on the pad and Figure 19 shows a

processing system to convert the stylus strokes into a command or text string. Claim 55 recites:

An apparatus for presenting data associated with an entertainment selection comprising:

a data parser to receive entertainment system data associated with the entertainment selection from a plurality of different sources in a plurality of different multimedia data formats, and to reformat the entertainment system data into a unitary data format;

a data engine to receive the reformatted entertainment system data from the parser and store the reformatted entertainment system data in a database; and

a graphical query interface to access the reformatted entertainment system data stored in the database and present the entertainment system data as one or more selectable multimedia identifiers.

With respect to a data parser to receive entertainment system data associated with the entertainment selection from a plurality of different sources, one could read this onto the remote control receiving hand-drawn symbols (Col. 7, lines 55-57; Col. 9, line 23, Fig. 11) about a particular television program from different users. However, Lopresti's symbols are associated with channels, not with programs. In addition, Claim 55 further recites that the entertainment system data comes in a plurality of different multimedia data formats. The symbols hand drawn onto the remote control writing pad all come in the same format, as tracings of the stylus on the writing pad, and this format is not a multimedia data format. These distinctions in Claim 55 make it clear without even considering the remaining limitations of Claim 55, that the claim reads on something very different than the remote control of Lopresti.

Claims 56-59 and 68-71 depend from Claim 55 and are believed to be allowable therefor as well as for the recitations specifically set forth in each of those claims.

**C. THE REJECTION OF CLAIMS GROUP III UNDER 35 USC 102(e) IS
IMPROPER BECAUSE LOPRESTI FAILS TO SHOW A DATA STRUCTURE
OF TRAITS EACH WITH AN IDENTIFIER PORTION AND A DATA PORTION**

The Examiner rejected claim 44 reciting some of the language of the claim and referring to Col. 6, lines 1-52 of Lopresti without further explanation. Column 5 describes the distributed architecture of Figure 4 and the remote control of Figure 5. Claim 43, on the other hand recites:

The GUI of claim 43, wherein the entertainment system data further comprises a plurality of traits, and wherein each trait includes an identifier portion to provide a generic description of the trait and a data portion to provide specific data related to the trait.

While the word "data" occurs several times in Column 5, Appellant is unable to find any mention in Column 5 or in Lopresti elsewhere of the structure of the data having anything that resembles that recited in Claim 44. Figure 20 and Column 14, lines 53 et seq. come closest but the structure of the stroke type strings do not resemble Claim 44. Accordingly, Claims 44, 57 and 73 are believed to be allowable over Lopresti.

**D. THE REJECTION OF CLAIMS GROUP IV UNDER 35 USC 103(a) IS
IMPROPER BECAUSE THERE IS NO SHOWING THAT USING THE
INTERNET AS A SECOND SOURCE OF DATA IN A GUI OF AN
ENTERTAINMENT SYSTEM IS OBVIOUS**

The Examiner has rejected claim 58 under 35 U.S.C. §103(a) as being unpatentable over Lopresti, stating that it would have been obvious to provide an alternate from the Global network. No secondary reference has been cited. Claim 58 recites that the data portion of a unitary data format includes a URL. Appellant is unable to find any reference in Lopresti to "the Global network" or to a URL. Lopresti does not state where information about entertainment selections is obtained. In the other references cited in previous Office actions this information comes from an electronic programming guide distributed by the broadcaster. There is no secondary source of data. In these other references, if the programming guide comes from the Internet then this is the only source of data. Accordingly, the Examiner has presented nothing to suggest or teach that a second source of entertainment data be linked to a URL or obtained from the Internet. As a result, it is respectfully submitted that Claim 58 (as well as claims 64, 66, 70, 81, 83 and 89 which contain similar recitations) are not rendered obvious by Lopresti.

Conclusion

Appellant respectfully submits that the rejections have been overcome by the amendment and remark, and that the claims, as amended, are now in condition for allowance. Accordingly, Appellant respectfully requests the rejections be withdrawn and the claims as amended be allowed.

VII. CONCLUSION

Appellant respectfully submits that all the appealed claims in this application are patentable and requests that the Board of Patent Appeals and Interferences overrule the Examiner and direct allowance of the rejected claims.

This brief is submitted in triplicate, along with a check for \$300.00 to cover the appeal fee for one other than a small entity as specified in 37 C.F.R. § 1.17(c). Please charge any shortages and credit any overpayment to our Deposit Account No. 02-2666.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN

Date: 10/18, 2000



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APPENDIX OF CLAIMS (37 C.F.R. § 1.192(c)(7))

1 43. A graphical user interface (GUI) for presenting data associated with an
2 entertainment selection, comprising:

3 textual data about the entertainment selection received from a first one
4 from among a plurality of different entertainment system data sources; and

5 a multimedia identifier corresponding to the entertainment selection
6 [program] and selectable to display entertainment system data about the entertainment
7 selection receivable from a second one from among the plurality of different
8 entertainment system data sources.

1 44. The GUI of claim 43, wherein the entertainment system data further
2 comprises a plurality of traits, and wherein each trait includes an identifier portion to
3 provide a generic description of the trait and a data portion to provide specific data
4 related to the trait.

1 45. The GUI of claim 43, wherein the entertainment system data includes
2 radio station information.

1 46. The GUI of claim 43, wherein the multimedia identifier is selectable to
2 deliver a critique of the entertainment selection to be rendered responsive to selection of
3 the multimedia identifier.

1 47. The GUI of claim 43, further comprising a second multimedia identifier
2 corresponding to a theme song of the entertainment selection to be rendered responsive to
3 selection of the second multimedia identifier.

1 48. The GUI of claim 43, further comprising a second multimedia identifier
2 corresponding to a video clip of the entertainment selection to be rendered responsive to
3 selection of the second multimedia identifier.

1 55. An apparatus for presenting data associated with an entertainment
2 selection comprising:
3 a data parser to receive entertainment system data associated with the
4 entertainment selection from a plurality of different sources in a plurality of different
5 multimedia data formats, and to reformat the entertainment system data into a unitary
6 data format;
7 a data engine to receive the reformatted entertainment system data from
8 the parser and store the reformatted entertainment system data in a database; and
9 a graphical query interface to access the reformatted entertainment system
10 data stored in the database and present the entertainment system data as one or more
11 selectable multimedia identifiers.

1 56. The apparatus of claim 55, wherein the entertainment system data includes
2 radio station information.

1 57. The apparatus of claim 55, wherein the unitary data format includes an
2 identifier portion to provide a generic description of the entertainment system data and a
3 data portion to provide specific information related to the entertainment system data.

1 58. The apparatus of claim 57, wherein the data portion includes a uniform
2 resource locator (URL) associated with data in a second location external to the database.

1 59. The apparatus of claim 55, wherein each of the one or more selectable
2 multimedia identifiers is selectable to deliver one of a critique of the entertainment
3 selection to be rendered, a theme song of the entertainment selection to be rendered, and
4 a video clip of the entertainment selection to be rendered.

1 60. The GUI of Claim 43 wherein the plurality of different entertainment
2 system data sources contain data in a plurality of different multimedia data formats.

1 61. The GUI of Claim 44 wherein the data portion includes the textual data.

1 62. The GUI of Claim 44 wherein the data portion includes specific data for
2 display.

1 63. The GUI of Claim 44 wherein the data portion includes an identification
2 of the source from which further entertainment system data is retrievable.

1 64. The GUI of Claim 43 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is a remote web server.

1 65. The GUI of Claim 43 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is a locally stored file.

1 66. The GUI of Claim 43 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is accessed through an Internet address.

1 67. The GUI of Claim 43 wherein the textual data comprises at least one of
2 the name of a television show, the time that the show will be broadcast, a list of cast
3 members of the television show and a summary of the show and wherein the multimedia
4 identifier is selectable to display at least one of a text biography of a cast member of the
5 show, a web page for the show, a video clip of the show, a theme song of the show, a
6 critique of the show, a magazine article about the show and merchandise related to the
7 show.

1 68. The apparatus of Claim 57 wherein the data portion includes specific data
2 for display.

1 69. The apparatus of Claim 57 wherein the data portion includes an
2 identification of the source from which further entertainment system data is retrievable.

1 70. The apparatus of Claim 55 wherein the entertainment system data source
2 comprises one of a remote web server, a locally stored file and a broadcast source.

1 71. The apparatus of Claim 55 wherein the entertainment selection comprises
2 a television show and the entertainment system data comprises at least one of the name of
3 the show, the time that the show will be broadcast, a list of cast members of the show, a
4 summary of the show, a text biography of a cast member of the show, a web page for the
5 show, a video clip of the show, a theme song of the show, a critique of the show, a
6 magazine article about the show and merchandise related to the show.

1 72. A machine-readable medium having stored thereon data representing
2 sequences of instruction which, when executed by a machine, cause the machine to
3 perform operations comprising:
4 presenting textual data about an entertainment selection to a user of an
5 entertainment system, the textual data being received from a first one from among a
6 plurality of different entertainment system data sources; and
7 presenting to the user a multimedia identifier corresponding to the
8 entertainment selection; and
9 upon selection of the multimedia identifier, displaying entertainment system data
10 about the entertainment selection to the user, the entertainment system data being
11 received from a second one from among the plurality of different entertainment system
12 data sources.

1 73. The medium of claim 72, wherein the entertainment system data further
2 comprises a plurality of traits, and wherein each trait includes an identifier portion to
3 provide a generic description of the trait and a data portion to provide specific data
4 related to the trait.

1 74. The medium of Claim 72 wherein the entertainment system data includes
2 radio station information.

1 75. The medium of claim 72, further comprising instructions causing the
2 machine to perform, upon selection of the multimedia identifier, delivering to the user a
3 critique of the entertainment selection.

1 76. The medium of claim 72, further comprising instructions causing the
2 machine to perform, upon selection of the multimedia identifier, delivering to the user a
3 theme song of the entertainment selection.

1 77. The medium of claim 72, further comprising instructions causing the
2 machine to perform, upon selection of the multimedia identifier, delivering to the user a
3 video clip of the entertainment selection.

1 78. The medium of Claim 72 wherein the plurality of different entertainment
2 system data sources contain data in a plurality of different multimedia data formats.

1 79. The medium of Claim 73 wherein the data portion includes specific data
2 for display.

1 80. The medium of Claim 73 wherein the data portion includes an
2 identification of the source from which further entertainment system data is retrievable.

1 81. The medium of Claim 72 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is a remote web server.

1 82. The medium of Claim 72 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is locally stored file.

1 83. The medium of Claim 72 wherein the textual data comprises television
2 program information received from a broadcast source and the second entertainment
3 system data source is accessed through an Internet address.

1 84. The medium of Claim 72 wherein the textual data comprises at least one
2 of the name of a television show, the time that the show will be broadcast, a list of cast
3 members of the television show and a summary of the show and wherein, upon selection
4 of the multimedia identifier, displaying entertainment system data to the user comprises
5 displaying at least one of a text biography of a cast member of the show, a web page for
6 the show, a video clip of the show, a theme song of the show, a critique of the show, a
7 magazine article about the show and merchandise related to the show.

1 85. A method for configuring a graphical user interface (GUI) for an
2 entertainment system comprising:
3 presenting to a user of an entertainment system textual data about an
4 entertainment selection, the textual data being received from a first one from among a
5 plurality of different entertainment system data sources;
6 presenting to the user a multimedia identifier associated with
7 entertainment system data about the entertainment selection;
8 upon selection of the multimedia identifier, retrieving the associated
9 entertainment system data using information from a data portion of a record
10 corresponding to the multimedia identifier, the entertainment system data being received
11 from a second one from among the plurality of different entertainment system data
12 sources; and

13 displaying to the user the retrieved entertainment system data about the
14 entertainment selection.

1 86. The method of Claim 85 wherein the data portion of the record includes a
2 trait of the entertainment selection and displaying the retrieved entertainment system data
3 comprises displaying the trait.

1 87. The method of Claim 85 wherein displaying the retrieved entertainment
2 system data comprises displaying the information stored in the data portion of the record.

1 88. The method of Claim 85 wherein retrieving the associated entertainment
2 system data comprises using information stored in the data portion of the record to locate
3 and retrieve additional information at another location.

1 89. The method of Claim 85 wherein retrieving associated entertainment
2 system data comprises using information stored in the data portion of the record as a
3 hyperlink to a remote web server.

1 90. The method of Claim 85 wherein retrieving the associated entertainment
2 system data comprises using information stored in the data portion of the record as a link
3 to a local system component.